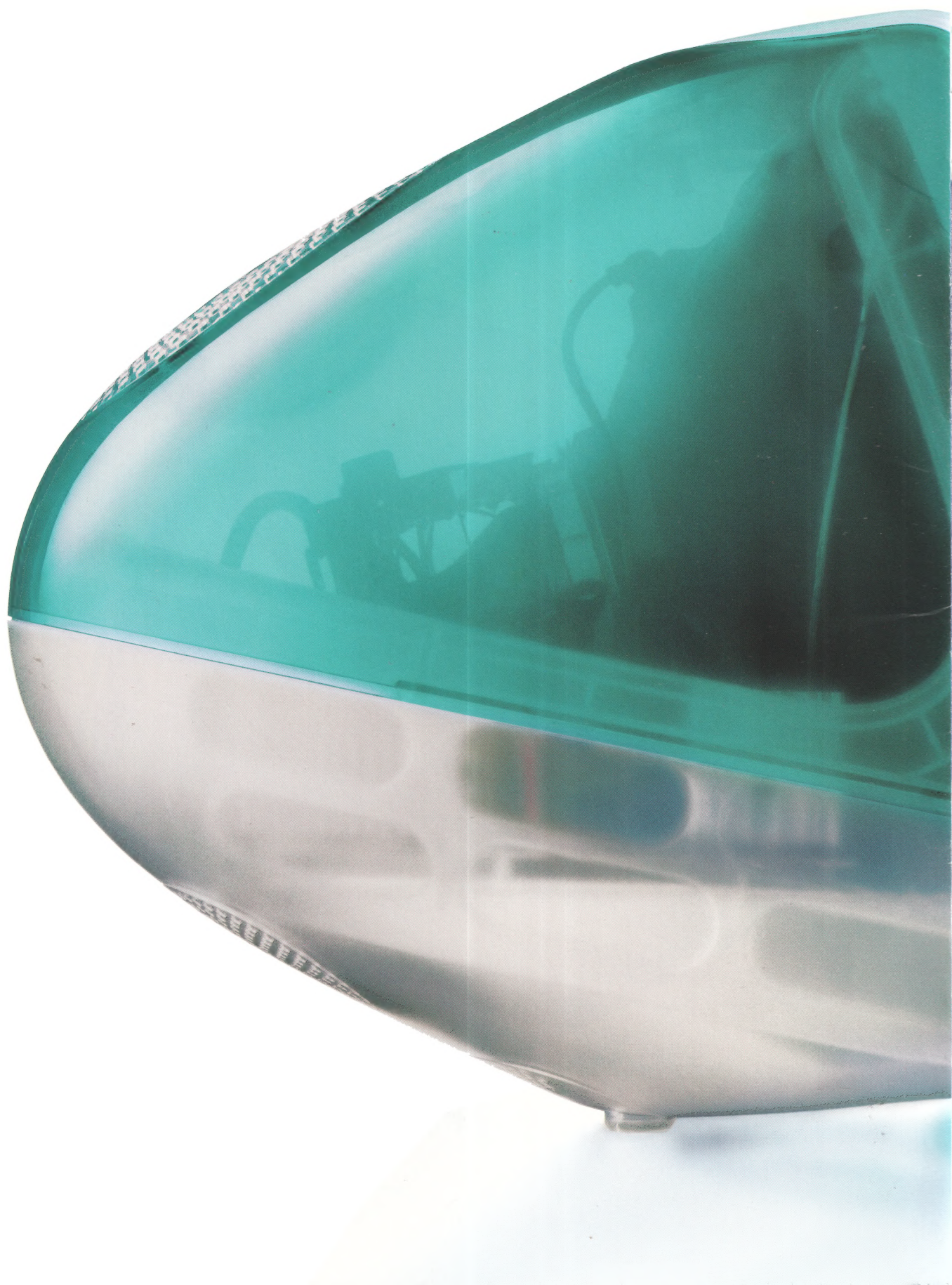


Re-birth announcement.





A translucent teal iMac G3 computer is shown on the left side of the frame, partially cut off. In front of it are a matching teal keyboard and a teal mouse. The entire setup is on a white surface with a soft blue glow emanating from the base of the iMac.

Presenting the all-new iMac. (Actually, three of them.)

Just over a year ago, iMac™ was born.

Already two million people have discovered it's the fastest, easiest route to the Internet. And a far more colorful one.

What could follow the world's most popular home and classroom computer? A completely new iMac, redesigned from top to bottom, inside and out – and available in three new models.

Now everything you love about iMac is, well, more lovable. It's sleeker, smaller, friendlier and faster (with a G3 chip that out-races even the fastest Pentium III).^{*} And our new DV models feature Apple's groundbreaking digital video technology. So you can play DVD movies right on your iMac, or connect your digital camcorder to create pro-quality home movies.

In other words, it's exactly what you'd expect from an iMac: The computer that makes amazing things amazingly simple.

Now hear this: iMac is the first computer to integrate Harman Kardon's new micro-speakers, which deliver ultra-clean stereo sound across a wide dynamic range.



Instant gratification. No more waiting through a long startup. iMac wakes up right where you left off last time.

All-new recipe. All

600MHz Pentium III: 8.1



400MHz iMac: 13.1



BYTEmark Integer Index Processor Scores

Speed thrills. The G3 chip in every iMac (up to 400MHz) out-duels even the fastest Pentium III processor in PCs costing twice as much.



Silence is golden. Unlike PCs, iMac doesn't need a fan inside. It's ingeniously engineered to be the world's quietest desktop computer.

Let the games begin. A built-in ATI RAGE 128 VR graphics accelerator with 8MB of graphics memory lets you play the most hyper-realistic 3D games. (We've included two to get you started.)



Music to the eyes. iMac has been resculpted so it's smaller, sleeker and more translucent. Still in five flavors (DV model), plus a new Special Edition in Graphite.

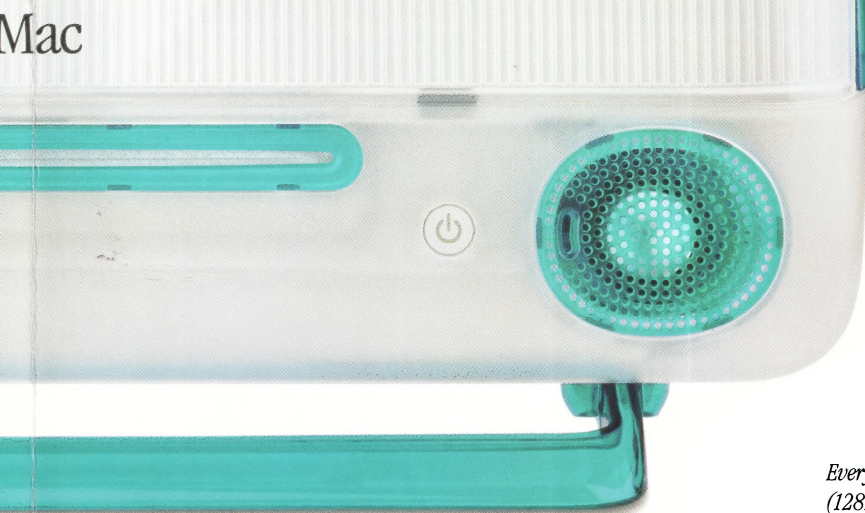


Strawberry



Tangerine

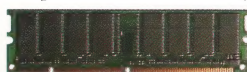
Mac



Ten minutes to the Internet. Plug in, connect the phone line and let iMac be your guide. You'll be surfing on the web in no time.



Every iMac comes with a generous 64MB of memory (128MB in the Special Edition model). But if you ever need more, just open the easy-access memory compartment with the twist of a coin – and upgrade all the way to 512MB.



all-new ingredients.

Easy loading. The new iMac is the first computer to feature an elegant slot-loading CD or DVD drive. No more sliding trays to fumble with as you load software, music CDs or DVD movies.



Point and plug. A new easy-access side panel makes connecting the built-in 56K modem, Ethernet, USB and high-speed FireWire[®] (in DV models) a snap.



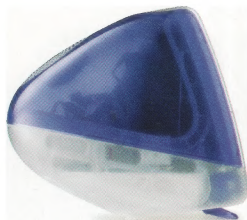
Blazing peripherals. iMac DV models have superfast FireWire built in, so you can easily connect to high-speed devices like digital camcorders and external disk drives.



Expand at will. Dual-channel USB lets you add over 100 devices – from joysticks to Zip drives – with no reconfiguring or restarting.



Lime



Grape



Blueberry



Graphite



Play the classics.



iMac meets Hollywood. With the iMac DV models, just slide a DVD movie* into the slot and instantly turn your iMac into a personal movie theater. With its full-screen, high-res image, the show is positively cinematic — complete with heart-thumping sound.

iMac gives you all the benefits of movies on DVD, including direct access to your favorite scenes and extra material you won't find on traditional videos. It can save you money, too. Because now you don't have to buy an extra TV and DVD player for the kid's room, den or classroom.

iMac comes with everything you need to start watching DVD movies right out of the box. (Popcorn optional.)



Superfast FireWire is built into every iMac DV model. So you can directly transfer your videos from digital camcorder to iMac and back again – in pristine digital quality.



With iMac's new iMovie™ software, you're the director. Re-arrange scenes, cut out boring parts, add dissolves, cross-fades and other transitions. Then end your epic properly – with scrolling credits.



Feeling electric? Acoustic? Spice up your flick with music from your favorite CDs. And make it sound as great as it looks.

Or make them yourself.



Presenting the next revolution: Desktop Video. With the iMac DV models, it's easy to bring out your inner Spielberg. Just connect your digital camcorder to iMac's built-in FireWire port and launch iMac's new iMovie software.

Next, digitally transfer your video footage into iMac (with zero loss of quality) and start directing: Re-arrange scenes. Trim out the boring parts. Add transitions, special effects, scrolling titles – even your own soundtrack.

Then send your finished movie back through the camcorder to make VHS copies. Or send clips to friends via e-mail. Or even post them on your website. With iMac, you've got everything you need to go Hollywood. Except, of course, a really good agent.



Crickets	0:06
Crowd Applause	0:06
Crowd Clapping	0:04
Dog Bark	0:01
Drum Roll	0:03

Crash, bang, boom. Applause. iMac makes it easy to add sound effects to your movie.



Send your finished masterpiece back through your digital camcorder to make VHS copies. Now all your friends can enjoy it, whether they own a computer or not.



The world is your audience. Turn your home video into a QuickTime® movie clip so you can e-mail it to friends and family. Or post it on your own website.



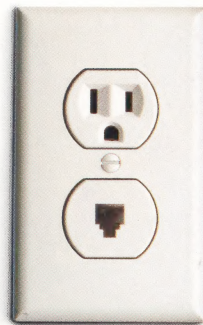


The easiest way to connect to the Internet.

Amazing, but true: 90% of all iMac owners are connected to the Internet*. And most of them got there on the very first day. That's because iMac's setup instructions are stunningly uncomplicated: Plug in, connect the phone line and answer a few simple questions. Presto, instant Internet.

Now you're sharing e-mail with friends and family. Shopping in places you never even knew existed. Visiting the world's great museums. Researching projects for school or business. Reuniting with long-lost friends. Exploring the universe. There's literally no limit.

You're a fully certified Internet surfer. All within a few minutes of taking your iMac out of the box.





7:48 am. Dad's on pancake duty. And cruising the Internet for stock quotes, world news and delicious details from last night's game.



7:48 am. Alex uses his iBook™ to check his favorite game website for the latest on new releases.

From the k
classroom o

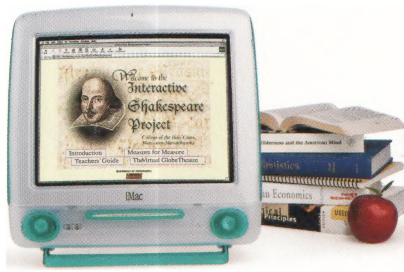
What could be more amazing than surfing the Internet?
How about surfing the Internet without any wires tethering
you to the phone line?

Welcome to Apple's new AirPort™ wireless networking.

All you have to do is plug the AirPort Base Station into your phone line, cable modem, DSL modem
or Ethernet network. Then slip an AirPort card into your iMac and you're cleared for takeoff.

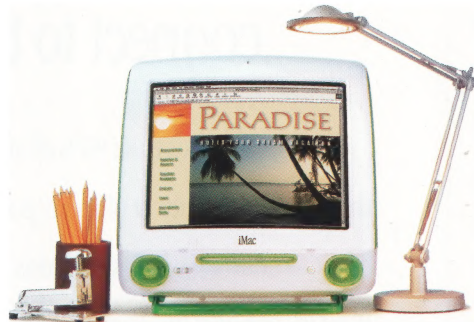
Up to ten iMacs (or iBooks) can share a single AirPort Base Station to connect to the Internet, and can



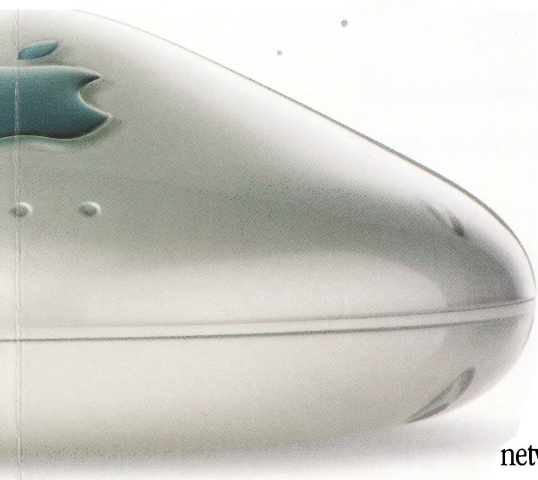


7:48 am. Erin uses her new iMac to conduct web research on Shakespeare while getting ready for school.

kitchen, den,
or tree house.



7:48 am. Mom scours the web for travel deals while she proofs the term paper Alex just sent via his wireless connection.



be anywhere within 150 feet of the base station – literally half a football field away.* All ten users can visit different websites simultaneously, or exchange files, or play the latest network games with each other – all without any wires.

There's no longer any need to worry about placing your iMac near a phone line or tearing up your walls to rewire. You can put your iMac wherever you want, and change your mind as often as you want.

The future of the Internet has definitely arrived. No strings attached.

*Range depends on site conditions.

Multiple choice. (Any answer is correct.)

iMac: \$999*
350MHz G3 processor,
64MB memory,
56K modem,**
6GB disk storage,
slot-loading CD-ROM
drive, Harman Kardon



stereo micro-speakers,
dual USB ports,
10/100Mbps Ethernet.
Includes AppleWorks;
Internet Explorer,
3D games and more.
Color: Blueberry.



iMac DV: \$1299* All the features of iMac, plus: 400MHz G3 processor, slot-loading DVD drive, 10GB disk storage, dual 400Mbps FireWire ports, iMovie video editing software. Colors: Tangerine, Strawberry, Blueberry, Grape, Lime.



**iMac DV
Special Edition:
\$1499***

All the features of iMac DV,
plus: 128MB memory
and 13GB disk storage.
Color: Graphite.



Think different.™

*Suggested retail price. **Actual modem speeds lower. © 1999 Apple Computer, Inc. All rights reserved. Apple, the Apple logo, AppleWorks, FireWire, the FireWire logo and QuickTime are registered trademarks and AirPort, iBook, iMac, iMovie and Think different are trademarks of Apple Computer, Inc. © Disney/Pixar. L044764